

Glasgow North West Poll

CATI Fieldwork : 7th-17th January 2015

Absolutes/col percents

Table 1

Q.1 Many people say that if there was a general election for the Westminster Parliament tomorrow they probably wouldn't vote at all, while others say they definitely would vote. Please say how likely you would be to vote in a new general election?

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention						2010 Vote					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	SNP	Green	Other	Con	Lab	LibDem	SNP	
Unweighted base	1000	441	559	43	134	148	198	190	284	361	201	126	272	76	275	22	26	369	31	10	78	365	75	205	
Weighted base	1000	465	535	124	200	182	179	127	185	195	312	151	301	73	299	19	31	344	32	10	67	365	103	124	
Certain to vote	(10)	680	306	374	58	120	120	134	105	142	145	220	96	194	47	219	11	11	275	24	4	57	297	73	106
		68%	66%	70%	47%	60%	66%	75%	83%	76%	74%	71%	63%	65%	65%	73%	58%	36%	80%	74%	42%	85%	81%	71%	85%
	(9)	42	22	20	1	12	13	6	5	5	9	18	3	9	6	15	1	1	13	4	-	4	16	5	3
		4%	5%	4%	1%	6%	7%	3%	4%	3%	5%	6%	2%	3%	8%	5%	3%	4%	4%	11%	-	7%	4%	5%	2%
	(8)	61	31	31	19	8	9	11	2	12	11	14	17	18	4	21	2	4	20	2	1	2	16	5	7
		6%	7%	6%	16%	4%	5%	6%	2%	6%	6%	4%	11%	6%	6%	7%	12%	13%	6%	5%	8%	3%	4%	5%	6%
	(7)	34	14	20	10	6	7	5	3	4	6	10	6	12	1	9	-	3	13	3	1	-	7	4	3
		3%	3%	4%	8%	3%	4%	3%	3%	2%	3%	3%	4%	4%	2%	3%	-	9%	4%	11%	14%	-	2%	4%	3%
	(6)	33	11	22	7	9	5	5	2	4	5	16	9	3	8	12	1	3	6	-	1	*	9	3	-
		3%	2%	4%	6%	5%	3%	3%	2%	2%	3%	5%	6%	1%	11%	4%	3%	10%	2%	-	12%	*	3%	3%	-
	(5)	39	19	20	4	13	5	5	4	6	5	7	4	20	1	16	2	5	9	-	-	-	9	3	3
		4%	4%	4%	3%	7%	3%	3%	3%	3%	2%	2%	2%	7%	1%	5%	10%	15%	3%	-	-	-	2%	3%	3%
	(4)	15	4	10	-	6	5	2	-	1	2	6	2	5	2	3	1	-	6	-	-	2	3	1	-
		1%	1%	2%	-	3%	3%	1%	-	*	1%	2%	1%	2%	2%	1%	7%	-	2%	-	-	3%	1%	1%	-
	(3)	13	9	4	5	2	2	1	-	3	2	2	2	4	3	4	1	-	2	-	2	-	4	2	-
		1%	2%	1%	4%	1%	1%	1%	-	1%	1%	1%	2%	1%	4%	1%	6%	-	1%	-	25%	-	1%	2%	-
	(2)	9	6	4	5	3	-	-	1	*	3	-	3	4	*	2	-	4	1	-	-	-	1	-	-
		1%	1%	1%	4%	1%	-	-	1%	*	1%	-	2%	1%	*	1%	-	13%	*	-	-	-	*	-	-
Definitely would not vote	(1)	68	38	30	14	19	15	8	4	8	7	19	7	30	-	-	-	-	-	-	-	1	3	6	1
		7%	8%	6%	11%	9%	8%	5%	3%	4%	3%	6%	4%	10%	-	-	-	-	-	-	-	2%	1%	6%	1%
Don't know		5	4	1	-	2	1	-	-	2	-	-	3	2	-	-	-	-	-	-	-	-	-	-	1
		*	1%	*	-	1%	1%	-	-	1%	-	-	2%	1%	-	-	-	-	-	-	-	-	-	-	1%
Mean		8.53	8.37	8.66	7.40	8.02	8.47	8.94	9.26	9.00	8.97	8.74	8.52	8.16	8.78	9.10	8.22	7.26	9.38	9.48	7.22	9.54	9.37	8.69	9.58
Standard deviation		2.70	2.87	2.54	3.21	3.04	2.78	2.30	2.02	2.28	2.24	2.49	2.53	3.05	2.07	1.77	2.53	2.76	1.48	1.00	2.97	1.55	1.64	2.58	1.26
Standard error		0.09	0.14	0.11	0.49	0.26	0.23	0.16	0.15	0.14	0.12	0.18	0.23	0.19	0.24	0.11	0.54	0.54	0.08	0.18	0.94	0.18	0.09	0.30	0.09

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Absolutes/col percents

Table 2

Q.2 If there was a general election for the Westminster parliament tomorrow, which party would you vote for?

Base: All respondents

	Gender			Age						SEG				Voting Intention						2010 Vote				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	SNP	Green	Other	Con	Lab	LibDem	SNP
Unweighted base	1000	441	559	43	134	148	198	190	284	361	201	126	272	76	275	22	26	369	31	10	78	365	75	205
Weighted base	1000	465	535	124	200	182	179	127	185	195	312	151	301	73	299	19	31	344	32	10	67	365	103	124
Conservative	73 7%	34 7%	39 7%	7 6%	14 7%	18 10%	7 4%	8 6%	20 11%	15 8%	32 10%	15 10%	6 2%	73 100%	-	-	-	-	-	-	39 57%	8 2%	2 2%	2 2%
Labour	299 30%	130 28%	170 32%	47 38%	43 22%	40 22%	60 33%	43 34%	66 36%	57 29%	95 30%	33 22%	107 36%	-	299 100%	-	-	-	-	-	11 16%	208 57%	16 15%	2 2%
Liberal Democrat	19 2%	10 2%	9 2%	- -	3 2%	1 1%	5 3%	1 *	9 5%	6 3%	6 2%	- -	7 2%	-	-	19 100%	-	-	-	-	-	-	11 11%	1 *
The UK Independence Party (UKIP)	31 3%	19 4%	12 2%	6 5%	4 2%	7 4%	7 4%	3 2%	3 1%	5 3%	5 1%	7 5%	12 4%	-	-	-	31 100%	-	-	-	3 5%	5 1%	5 5%	1 *
SNP	344 34%	165 35%	179 34%	48 39%	82 41%	69 38%	61 34%	47 37%	36 19%	74 38%	111 35%	64 42%	91 30%	-	-	-	-	344 100%	-	-	4 6%	91 25%	44 43%	109 88%
The Green Party	32 3%	14 3%	19 3%	1 1%	9 5%	10 6%	7 4%	3 2%	2 1%	9 5%	13 4%	1 1%	5 2%	-	-	-	-	-	32 100%	-	1 1%	9 3%	6 6%	1 1%
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	10 1%	8 2%	2 *	- -	2 1%	2 1%	3 1%	2 2%	-	2 1%	1 *	4 3%	2 1%	-	-	-	-	-	-	10 100%	-	5 1%	-	1 1%
Would not vote	68 7%	38 8%	30 6%	14 11%	19 9%	15 8%	8 5%	4 3%	8 4%	7 3%	19 6%	7 4%	30 10%	-	-	-	-	-	-	-	1 2%	3 1%	6 6%	1 1%
Refused	36 4%	14 3%	22 4%	- -	6 3%	3 2%	5 3%	3 2%	18 10%	6 3%	11 4%	4 3%	10 3%	-	-	-	-	-	-	-	4 6%	5 1%	-	1 1%
Don't know	87 9%	33 7%	53 10%	1 1%	18 9%	15 8%	16 9%	13 10%	23 13%	15 8%	20 7%	17 11%	31 10%	-	-	-	-	-	-	-	4 6%	30 8%	12 12%	5 4%

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Absolutes/col percents

Table 3

Q.2 If there was a general election for the Westminster parliament tomorrow, which party would you vote for?

Base: All respondents expressing an intention to vote (Turnout Weighted)

This table has been weighted on the basis of past voting to be politically representative of the constituency and includes only those most likely to vote

THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS

	Total	Gender		Age						SEG				Voting Intention						2010 Vote				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	SNP	Green	Other	Con	Lab	LibDem	SNP
Unweighted base	647	295	352	27	81	96	132	140	171	253	136	78	163	60	216	16	16	307	26	6	57	266	54	162
Weighted base	622	290	332	72	115	116	120	90	109	135	205	90	175	53	230	12	16	279	27	5	49	269	67	100
Conservative	53	24	29	1	11	13	6	7	16	13	26	8	4	53	-	-	-	-	-	-	32	7	2	2
	8%	8%	9%	1%	9%	11%	5%	7%	15%	9%	12%	9%	3%	100%	-	-	-	-	-	-	65%	3%	3%	2%
Labour	230	101	129	33	31	32	47	37	50	44	75	25	80	-	230	-	-	-	-	-	10	169	12	2
	37%	35%	39%	45%	27%	28%	40%	41%	46%	33%	36%	28%	46%	-	100%	-	-	-	-	-	20%	63%	18%	2%
Liberal Democrat	12	7	6	-	1	1	2	*	8	5	4	-	3	-	-	12	-	-	-	-	-	-	10	*
	2%	2%	2%	-	1%	1%	2%	1%	7%	3%	2%	-	2%	-	-	100%	-	-	-	-	-	-	14%	1%
The UK Independence Party (UKIP)	16	9	7	1	1	5	5	1	2	3	2	4	7	-	-	-	16	-	-	-	3	4	1	1
	3%	3%	2%	1%	1%	4%	5%	2%	2%	2%	1%	5%	4%	-	-	-	100%	-	-	-	6%	1%	1%	1%
SNP	279	134	145	36	65	54	52	41	30	61	89	51	74	-	-	-	-	279	-	-	4	79	38	93
	45%	46%	44%	50%	56%	47%	44%	45%	28%	45%	43%	56%	42%	-	-	-	-	100%	-	-	8%	30%	57%	94%
The Green Party	27	12	15	1	7	9	5	2	2	8	10	1	4	-	-	-	-	27	-	-	1	9	4	1
	4%	4%	5%	2%	6%	8%	4%	3%	2%	6%	5%	1%	2%	-	-	-	-	100%	-	-	1%	3%	6%	1%
Some other party	5	4	1	-	*	2	1	2	-	1	1	1	2	-	-	-	-	-	-	5	-	2	-	1
	1%	1%	*	-	*	2%	1%	2%	-	1%	*	1%	1%	-	-	-	-	-	-	100%	-	1%	-	1%

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Col percents

Table 4

Voting Intention (Turnout Weighted)

This table is based on a manual adjustment of data reallocating some don't knows - a procedure which addresses the spiral of silence among some groups of voters, which has successfully increased the accuracy of voting intention polls at recent General Elections

	<u>Total</u>
Conservative	9%
Labour	38%
Liberal Democrat	2%
UKIP	2%
SNP	43%
Green	4%
Other	1%

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Absolutes/col percents

Table 5

Q.3 Thinking specifically about your own PARLIAMENTARY constituency at the next General Election and the candidates who are likely to stand FOR ELECTION TO WESTMINSTER there, which party's candidate do you think you will vote for in your own constituency?

Base: All respondents

	Gender		Age						SEG				Voting Intention						2010 Vote					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	SNP	Green	Other	Con	Lab	LibDem	SNP
Unweighted base	1000	441	559	43	134	148	198	190	284	361	201	126	272	76	275	22	26	369	31	10	78	365	75	205
Weighted base	1000	465	535	124	200	182	179	127	185	195	312	151	301	73	299	19	31	344	32	10	67	365	103	124
Conservative	58 6%	27 6%	31 6%	4 4%	8 4%	15 8%	6 3%	7 6%	18 9%	13 7%	22 7%	9 6%	7 2%	51 69%	2 1%	-	1 4%	-	1 2%	-	38 57%	4 1%	2 2%	1 1%
Labour	310 31%	128 28%	182 34%	41 33%	44 22%	40 22%	62 35%	45 36%	78 42%	57 29%	103 33%	38 25%	106 35%	8 11%	263 88%	2 10%	2 5%	8 2%	2 7%	3 33%	10 14%	214 59%	18 18%	5 4%
Liberal Democrat	21 2%	8 2%	14 3%	-	4 2%	3 2%	3 2%	1 1%	10 5%	6 3%	8 3%	-	7 2%	* 1%	4 1%	15 80%	-	-	-	-	-	4 1%	10 9%	* *
The UK Independence Party (UKIP)	30 3%	18 4%	12 2%	6 5%	3 2%	7 4%	7 4%	2 1%	3 2%	6 3%	3 1%	6 4%	12 4%	3 4%	3 1%	-	24 76%	* *	-	-	2 4%	6 2%	2 1%	* *
SNP	361 36%	170 37%	191 36%	52 42%	83 41%	74 41%	66 37%	48 38%	38 21%	80 41%	123 40%	64 42%	89 30%	8 11%	21 7%	1 5%	2 5%	310 90%	6 18%	1 9%	8 11%	97 27%	44 42%	109 88%
The Green Party	36 4%	20 4%	16 3%	4 3%	14 7%	9 5%	5 3%	3 2%	2 1%	5 3%	10 3%	7 5%	9 3%	-	3 1%	-	-	10 3%	23 72%	-	-	11 3%	5 5%	4 3%
The British National Party (BNP)	1 *	-	1 *	-	-	-	1 1%	-	-	-	1 *	-	-	-	-	-	-	-	-	1 14%	-	-	-	-
Some other party	6 1%	4 1%	3 1%	-	4 2%	-	* *	1 1%	1 *	1 1%	1 *	4 3%	-	1 1%	-	-	-	2 1%	-	4 38%	-	2 1%	-	-
Would not vote	68 7%	38 8%	30 6%	14 11%	19 9%	15 8%	8 5%	4 3%	8 4%	7 3%	19 6%	7 4%	30 10%	-	-	-	-	-	-	-	1 2%	3 1%	6 6%	1 1%
Refused	23 2%	11 2%	11 2%	-	6 3%	1 *	3 2%	2 2%	10 5%	3 1%	8 3%	1 1%	7 2%	-	-	-	-	-	-	-	2 4%	1 *	-	-
Don't know	85 8%	40 9%	44 8%	4 3%	16 8%	18 10%	15 9%	13 10%	19 10%	18 9%	14 5%	15 10%	34 11%	2 3%	5 2%	1 5%	3 10%	14 4%	* 1%	1 6%	5 8%	23 6%	16 16%	4 3%

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Absolutes/col percents

Table 6

Q.3 Thinking specifically about your own PARLIAMENTARY constituency at the next General Election and the candidates who are likely to stand FOR ELECTION TO WESTMINSTER there, which party's candidate do you think you will vote for in your own constituency?

Base: All respondents expressing an intention to vote (Turnout Weighted)

This table has been weighted on the basis of past voting to be politically representative of the constituency and includes only those most likely to vote

THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS

	Gender			Age						SEG				Voting Intention						2010 Vote				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	SNP	Green	Other	Con	Lab	LibDem	SNP
Unweighted base	667	296	371	26	82	96	136	140	185	258	143	84	165	57	213	15	16	298	26	5	58	279	50	166
Weighted base	636	288	348	69	118	115	122	91	119	135	214	95	174	51	227	12	16	269	27	4	50	278	65	102
Conservative	43	20	23	*	7	11	5	6	14	10	18	6	5	38	2	-	1	-	1	-	32	3	2	1
	7%	7%	7%		6%	9%	4%	7%	12%	7%	9%	6%	3%	74%	1%	-	7%	-	2%	-	64%	1%	3%	1%
Labour	241	103	138	32	29	31	50	37	61	46	81	29	82	6	206	1	1	7	2	2	9	172	15	4
	38%	36%	40%	46%	25%	27%	41%	41%	51%	34%	38%	30%	47%	13%	91%	5%	4%	2%	8%	51%	17%	62%	23%	3%
Liberal Democrat	15	5	10	-	2	3	1	1	8	5	7	-	3	*	3	10	-	-	-	-	-	3	8	*
	2%	2%	3%	-	2%	2%	1%	1%	6%	3%	3%	-	2%	*	2%	88%	-	-	-	-	-	1%	13%	*
The UK Independence Party (UKIP)	15	8	7	1	1	5	5	1	3	4	1	4	6	1	1	-	12	*	-	-	2	4	*	*
	2%	3%	2%	2%	1%	4%	4%	1%	2%	3%	1%	4%	3%	2%	1%	-	80%	*	-	-	4%	1%	*	*
SNP	288	135	153	34	66	58	56	42	31	66	97	49	70	5	12	1	1	253	4	1	7	85	35	93
	45%	47%	44%	49%	56%	50%	46%	46%	26%	49%	45%	52%	40%	10%	5%	7%	9%	94%	14%	18%	14%	30%	54%	92%
The Green Party	31	16	15	2	12	8	4	3	1	5	8	5	8	-	2	-	-	8	20	-	-	10	4	3
	5%	6%	4%	4%	10%	7%	3%	3%	1%	4%	4%	6%	5%	-	1%	-	-	3%	76%	-	-	4%	6%	3%
The British National Party (BNP)	1	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-
	*	-	*	-	-	-	*	-	-	-	*	-	-	-	-	-	-	-	-	12%	-	-	-	-
Some other party	3	1	2	-	2	-	*	1	1	1	1	2	-	1	-	-	-	1	-	1	-	*	-	-
	*	*	1%	-	1%	-	*	1%	*	1%	*	2%	-	1%	-	-	-	1%	-	18%	-	*	-	-

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Col percents

Table 7

Constituency Voting Intention (Turnout Weighted)

This table is based on a manual adjustment of data reallocating some don't knows - a procedure which addresses the spiral of silence among some groups of voters, which has successfully increased the accuracy of voting intention polls at recent General Elections

	<u>Total</u>
Conservative	7%
Labour	38%
Liberal Democrat	3%
UKIP	2%
SNP	44%
Green	5%
Other	1%

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Absolutes/col percents

Table 8

Q.5 Are there any of the following political parties that you would definitely not vote for at the next general election for the Westminster parliament?

Base: All respondents

	Gender		Age						SEG				Voting Intention						2010 Vote					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	SNP	Green	Other	Con	Lab	LibDem	SNP
Unweighted base	1000	441	559	43	134	148	198	190	284	361	201	126	272	76	275	22	26	369	31	10	78	365	75	205
Weighted base	1000	465	535	124	200	182	179	127	185	195	312	151	301	73	299	19	31	344	32	10	67	365	103	124
I would not vote UKIP	772	357	415	102	145	146	139	96	144	173	248	107	221	51	229	19	-	312	30	8	41	301	92	110
	77%	77%	78%	82%	73%	80%	78%	76%	77%	89%	79%	71%	73%	70%	76%	97%	-	91%	94%	79%	61%	83%	89%	88%
I would not vote Liberal Democrat	730	354	376	104	137	142	128	102	117	140	223	111	231	46	229	-	25	298	27	5	43	290	62	113
	73%	76%	70%	83%	68%	78%	72%	80%	63%	72%	72%	73%	77%	63%	76%	-	81%	87%	83%	47%	63%	79%	60%	91%
I would not vote Conservative	723	347	376	102	136	127	141	100	118	142	215	105	242	-	243	14	22	301	31	8	8	300	78	116
	72%	75%	70%	82%	68%	70%	79%	79%	63%	73%	69%	70%	80%	-	81%	74%	69%	88%	97%	79%	12%	82%	76%	93%
I would not vote Labour	425	228	197	63	80	97	74	53	58	76	129	70	132	41	-	9	21	264	17	4	36	80	57	98
	42%	49%	37%	51%	40%	54%	41%	41%	31%	39%	41%	47%	44%	56%	-	45%	67%	77%	53%	42%	54%	22%	55%	79%
I would not vote SNP	359	165	194	36	50	62	65	47	99	62	122	43	114	58	189	17	22	-	12	2	54	168	32	5
	36%	36%	36%	29%	25%	34%	36%	37%	53%	32%	39%	29%	38%	80%	63%	90%	70%	-	36%	23%	80%	46%	32%	4%
None of these - I would potentially vote for all of them	54	20	35	3	17	7	11	6	11	3	19	13	16	3	11	-	*	11	-	-	1	13	-	1
	5%	4%	6%	3%	8%	4%	6%	5%	6%	1%	6%	8%	5%	4%	4%	-	1%	3%	-	-	2%	4%	-	1%
Don't know	8	2	6	-	4	-	-	-	2	*	2	-	3	-	-	-	2	-	-	-	-	-	2	*
	1%	1%	1%	-	2%	-	-	-	1%	*	1%	-	1%	-	-	-	5%	-	-	-	-	-	1%	*

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Absolutes/col percents

Table 9

Q.6 Thinking about Britain's economy - including things like jobs, wages, prices, taxes and interest rates - how do you think the British economy will fare over the next year for the country as a whole?

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention						2010 Vote				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	SNP	Green	Other	Con	Lab	LibDem	SNP
Unweighted base	1000	441	559	43	134	148	198	190	284	361	201	126	272	76	275	22	26	369	31	10	78	365	75	205
Weighted base	1000	465	535	124	200	182	179	127	185	195	312	151	301	73	299	19	31	344	32	10	67	365	103	124
NET: Well	486	230	255	50	95	98	76	60	106	108	165	76	120	59	159	12	13	139	13	6	55	173	47	52
	49%	50%	48%	40%	47%	54%	42%	47%	57%	55%	53%	50%	40%	81%	53%	61%	41%	40%	39%	58%	82%	47%	45%	42%
Very well	(4) 28	15	12	-	6	4	5	7	6	2	9	5	10	4	9	-	1	7	-	-	2	14	-	6
	3%	3%	2%	-	3%	2%	3%	6%	3%	1%	3%	3%	3%	6%	3%	-	3%	2%	-	-	3%	4%	-	5%
Quite well	(3) 458	215	243	50	89	94	71	52	100	106	155	71	111	55	150	12	12	132	13	6	53	159	47	46
	46%	46%	45%	40%	45%	52%	40%	41%	54%	54%	50%	47%	37%	75%	50%	61%	38%	38%	39%	58%	79%	43%	45%	37%
Quite badly	(2) 365	177	188	60	74	65	76	48	42	70	110	54	113	10	107	6	13	146	20	1	5	139	32	54
	37%	38%	35%	49%	37%	36%	42%	38%	23%	36%	35%	36%	38%	13%	36%	31%	41%	42%	61%	9%	8%	38%	31%	44%
Very badly	(1) 108	45	63	10	25	18	22	14	18	13	27	16	51	*	20	1	2	51	-	3	2	35	18	17
	11%	10%	12%	8%	13%	10%	13%	11%	10%	6%	9%	11%	17%	*	7%	7%	7%	15%	-	33%	3%	10%	17%	13%
NET: Badly	473	222	252	71	99	83	98	62	60	82	137	71	164	10	127	7	15	197	20	4	7	174	50	71
	47%	48%	47%	57%	49%	46%	55%	49%	32%	42%	44%	47%	55%	14%	42%	39%	48%	57%	61%	42%	10%	48%	48%	57%
Don't know	41	13	28	3	7	1	5	5	19	5	11	5	16	4	13	-	3	9	-	-	5	17	6	1
	4%	3%	5%	3%	3%	*	3%	4%	10%	3%	3%	3%	5%	5%	4%	-	11%	3%	-	-	8%	5%	6%	1%
Mean	2.42	2.44	2.40	2.33	2.39	2.47	2.33	2.43	2.57	2.51	2.49	2.44	2.28	2.92	2.52	2.54	2.41	2.28	2.39	2.26	2.89	2.44	2.30	2.33
Standard deviation	0.73	0.72	0.73	0.63	0.75	0.70	0.73	0.78	0.73	0.63	0.70	0.74	0.79	0.47	0.67	0.64	0.70	0.74	0.50	0.97	0.47	0.73	0.76	0.77
Standard error	0.02	0.03	0.03	0.10	0.07	0.06	0.05	0.06	0.05	0.03	0.05	0.07	0.05	0.06	0.04	0.14	0.15	0.04	0.09	0.31	0.06	0.04	0.09	0.05

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Absolutes/col percents

Table 10

Q.6 Thinking about Britain's economy - including things like jobs, wages, prices, taxes and interest rates - how do you think the British economy will fare over the next year for you and your family?

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention						2010 Vote				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	SNP	Green	Other	Con	Lab	LibDem	SNP
Unweighted base	1000	441	559	43	134	148	198	190	284	361	201	126	272	76	275	22	26	369	31	10	78	365	75	205
Weighted base	1000	465	535	124	200	182	179	127	185	195	312	151	301	73	299	19	31	344	32	10	67	365	103	124
NET: Well	587	274	314	64	123	108	94	69	128	141	187	93	143	64	203	10	15	161	16	8	59	218	47	62
	59%	59%	59%	51%	61%	60%	53%	54%	69%	72%	60%	61%	47%	88%	68%	54%	47%	47%	48%	87%	88%	60%	46%	50%
Very well	(4) 37	18	19	1	10	6	6	9	6	5	12	6	13	4	14	-	3	4	-	*	2	17	4	4
	4%	4%	4%	1%	5%	3%	3%	7%	3%	3%	4%	4%	4%	5%	5%	-	10%	1%	-	4%	3%	5%	4%	4%
Quite well	(3) 550	255	295	63	113	102	89	60	122	136	175	87	130	60	189	10	12	157	16	8	57	201	43	57
	55%	55%	55%	51%	56%	56%	50%	48%	66%	70%	56%	57%	43%	82%	63%	54%	37%	46%	48%	83%	85%	55%	42%	46%
Quite badly	(2) 302	141	161	49	56	59	58	43	37	43	100	46	101	5	69	9	12	136	17	*	2	108	46	49
	30%	30%	30%	39%	28%	32%	32%	34%	20%	22%	32%	30%	34%	6%	23%	46%	37%	39%	52%	4%	3%	30%	45%	39%
Very badly	(1) 85	39	46	8	16	15	24	10	12	8	22	8	43	1	19	-	2	41	-	1	2	28	8	11
	9%	8%	9%	6%	8%	8%	13%	8%	6%	4%	7%	5%	14%	1%	6%	-	7%	12%	-	9%	2%	8%	7%	9%
NET: Badly	387	180	208	57	72	74	82	53	49	51	122	54	144	5	88	9	14	177	17	1	4	136	53	61
	39%	39%	39%	46%	36%	40%	46%	42%	26%	26%	39%	36%	48%	7%	29%	46%	44%	51%	52%	13%	6%	37%	52%	49%
Don't know	26	12	14	3	5	-	2	4	9	3	3	4	14	4	9	-	3	6	-	-	4	10	2	2
	3%	3%	3%	3%	3%	-	1%	3%	5%	1%	1%	3%	5%	5%	3%	-	9%	2%	-	-	6%	3%	2%	2%
Mean	2.55	2.56	2.55	2.47	2.60	2.55	2.43	2.55	2.69	2.72	2.57	2.62	2.39	2.97	2.68	2.54	2.54	2.37	2.48	2.81	2.95	2.58	2.44	2.45
Standard deviation	0.71	0.71	0.71	0.63	0.71	0.69	0.77	0.75	0.65	0.59	0.68	0.66	0.79	0.41	0.67	0.51	0.80	0.71	0.51	0.68	0.41	0.70	0.70	0.72
Standard error	0.02	0.03	0.03	0.10	0.06	0.06	0.05	0.06	0.04	0.03	0.05	0.06	0.05	0.05	0.04	0.11	0.16	0.04	0.09	0.22	0.05	0.04	0.08	0.05

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Absolutes/col percents

Table 11

Q.7 Which of the following statements do you most agree with?**Base: All respondents**

	Gender		Age							SEG				Voting Intention							2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	SNP	Green	Other	Con	Lab	LibDem	SNP
Unweighted base	1000	441	559	43	134	148	198	190	284	361	201	126	272	76	275	22	26	369	31	10	78	365	75	205
Weighted base	1000	465	535	124	200	182	179	127	185	195	312	151	301	73	299	19	31	344	32	10	67	365	103	124
I am satisfied with the job David Cameron is doing overall as Prime Minister	211 21%	96 21%	115 21%	18 15%	57 29%	36 20%	28 15%	21 16%	51 27%	48 25%	72 23%	31 20%	53 17%	46 63%	63 21%	5 27%	8 26%	36 11%	- -	1 14%	43 63%	66 18%	19 18%	13 10%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - BUT I'd still prefer to have him as Prime Minister than have Ed Miliband as Prime Minister	248 25%	97 21%	151 28%	43 35%	43 21%	55 30%	44 25%	29 23%	35 19%	51 26%	72 23%	44 29%	71 24%	24 33%	51 17%	4 20%	11 34%	106 31%	5 15%	1 6%	18 27%	69 19%	25 24%	26 21%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - AND I'd prefer to have Ed Miliband as Prime Minister instead.	371 37%	191 41%	179 34%	53 43%	58 29%	63 35%	78 44%	55 43%	64 35%	74 38%	126 40%	46 30%	120 40%	2 3%	168 56%	6 33%	4 13%	128 37%	20 61%	4 38%	2 3%	185 51%	44 42%	48 38%
Refused	45 5%	26 6%	19 3%	5 4%	5 3%	10 5%	10 6%	4 3%	8 4%	9 4%	11 3%	7 5%	11 4%	- -	6 2%	3 15%	2 5%	18 5%	3 8%	- -	2 3%	12 3%	5 5%	10 8%
Don't know	125 13%	53 11%	72 13%	5 4%	37 18%	18 10%	19 10%	18 15%	28 15%	14 7%	31 10%	23 15%	47 15%	* 1%	11 4%	1 5%	7 22%	55 16%	5 16%	4 42%	3 4%	33 9%	11 11%	27 22%

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Absolutes/col percents

Table 12

Q.8 I would like to ask whether any of the main political parties have contacted you over the last few weeks - whether by delivering leaflets or newspapers, sending personally addressed letters, emailing, telephoning you at home or knocking on your door. Have you heard in any of these ways from...?

Base: All respondents

	Gender		Age							SEG				Voting Intention						2010 Vote				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	SNP	Green	Other	Con	Lab	LibDem	SNP
Unweighted base	1000	441	559	43	134	148	198	190	284	361	201	126	272	76	275	22	26	369	31	10	78	365	75	205
Weighted base	1000	465	535	124	200	182	179	127	185	195	312	151	301	73	299	19	31	344	32	10	67	365	103	124
SNP	130	59	71	18	31	25	23	14	19	28	36	19	46	6	22	-	4	80	5	3	5	42	14	26
	13%	13%	13%	15%	16%	14%	13%	11%	10%	14%	12%	13%	15%	8%	7%	-	11%	23%	14%	33%	8%	12%	14%	21%
Labour	55	30	25	8	8	5	15	6	12	13	15	10	17	3	26	2	-	8	-	3	4	33	6	2
	5%	6%	5%	7%	4%	3%	8%	5%	6%	6%	5%	7%	5%	4%	9%	12%	-	2%	-	29%	5%	9%	6%	2%
The UK Independence Party (UKIP)	28	13	16	2	10	9	3	1	3	9	10	4	6	2	5	-	5	8	-	2	2	9	6	2
	3%	3%	3%	1%	5%	5%	2%	1%	2%	4%	3%	2%	2%	2%	2%	-	18%	2%	-	19%	3%	2%	6%	2%
The Conservatives	23	7	15	6	5	3	2	3	5	6	6	-	6	2	3	-	5	11	-	-	2	8	3	2
	2%	2%	3%	5%	2%	2%	1%	2%	2%	3%	2%	-	2%	3%	1%	-	17%	3%	-	-	3%	2%	3%	1%
The Liberal Democrat	18	4	14	3	8	1	2	1	3	3	7	2	7	1	2	3	-	6	3	-	1	4	5	1
	2%	1%	3%	3%	4%	*	1%	1%	2%	1%	2%	1%	2%	1%	1%	17%	-	2%	10%	-	1%	1%	4%	1%
None of them	807	374	433	94	159	146	147	104	155	155	257	124	237	66	256	16	22	250	28	6	61	296	75	95
	81%	80%	81%	76%	79%	80%	82%	82%	83%	79%	82%	82%	79%	90%	85%	81%	69%	73%	86%	58%	91%	81%	73%	76%
Don't know	3	2	2	-	-	2	-	-	2	*	1	-	2	*	1	-	-	*	-	-	-	-	-	*
	*	*	*	-	-	1%	-	-	1%	*	*	-	1%	*	*	-	-	*	-	-	-	-	-	*

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Absolutes/col percents

Table 13

Q.9 Which of the following would you most like to see as the outcome of the next general election for the Westminster parliament?

Base: All respondents

	Gender		Age							SEG				Voting Intention							2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	SNP	Green	Other	Con	Lab	LibDem	SNP
Unweighted base	1000	441	559	43	134	148	198	190	284	361	201	126	272	76	275	22	26	369	31	10	78	365	75	205
Weighted base	1000	465	535	124	200	182	179	127	185	195	312	151	301	73	299	19	31	344	32	10	67	365	103	124
A coalition involving Labour and the SNP	367 37%	172 37%	196 37%	56 45%	92 46%	68 38%	62 34%	50 40%	39 21%	81 42%	119 38%	55 37%	103 34%	1 1%	54 18%	- -	6 18%	245 71%	13 39%	3 27%	1 1%	114 31%	40 39%	91 73%
A Labour government	275 27%	118 25%	157 29%	48 39%	38 19%	32 17%	58 33%	32 26%	66 35%	46 23%	77 25%	42 28%	104 35%	8 11%	197 66%	3 17%	4 13%	15 4%	5 15%	4 40%	3 4%	174 48%	20 19%	3 3%
A Conservative government	85 9%	42 9%	43 8%	1 1%	14 7%	21 12%	12 7%	12 10%	24 13%	16 8%	36 11%	14 9%	12 4%	48 66%	12 4%	* 2%	4 14%	4 1%	- -	- -	40 60%	18 5%	3 3%	2 2%
A coalition involving the Conservatives and the SNP.	79 8%	43 9%	36 7%	15 12%	17 8%	22 12%	8 5%	7 5%	10 6%	20 10%	23 7%	15 10%	21 7%	5 7%	1 *	1 7%	7 21%	48 14%	6 17%	- -	7 11%	15 4%	9 9%	10 8%
A coalition involving Labour and the Liberal Democrats.	49 5%	23 5%	26 5%	3 3%	5 3%	7 4%	13 7%	10 8%	10 6%	7 3%	25 8%	3 2%	14 4%	- -	25 8%	7 37%	1 4%	4 1%	4 12%	1 7%	2 3%	22 6%	7 7%	1 1%
A coalition involving the Conservatives and the Liberal Democrats.	44 4%	21 4%	23 4%	- -	11 6%	13 7%	4 2%	3 3%	12 6%	11 6%	17 5%	3 2%	11 4%	10 14%	4 1%	5 24%	5 15%	6 2%	- -	1 8%	10 15%	2 1%	14 14%	4 3%
Don't know	101 10%	47 10%	54 10%	- -	22 11%	19 10%	23 13%	11 9%	25 13%	14 7%	15 5%	19 13%	36 12%	* 1%	6 2%	2 13%	5 15%	22 6%	5 16%	2 20%	4 7%	20 6%	10 10%	12 10%

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Absolutes/col percents

Table 14
Gender
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
Male	441 44%	465 47%
Female	559 56%	535 53%

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Absolutes/col percents

Table 15
Into which of the following age groups do you fall?
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
18-24	43 4%	124 12%
25-34	134 13%	200 20%
35-44	148 15%	182 18%
45-54	198 20%	179 18%
55-64	190 19%	127 13%
65 or older	284 28%	185 19%
Refused	3 *	3 *

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Absolutes/col percents

Table 16
SEG
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
A	121 12%	63 6%
B	240 24%	133 13%
C1	201 20%	312 31%
C2	126 13%	151 15%
D	81 8%	117 12%
E	191 19%	185 18%
Refused	40 4%	40 4%

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Absolutes/col percents

Table 17

Q.4 At the last general election for the Westminster parliament, in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote? Could you tell me which party you voted for at the last general election for the Westminster parliament back in May 2010?

Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
Conservative	78 8%	67 7%
Labour	365 37%	365 36%
Liberal Democrats	75 8%	103 10%
SNP	205 21%	124 12%
Another party	35 4%	34 3%
Did not vote	167 17%	246 25%
Refused	33 3%	26 3%
Don't know	42 4%	36 4%